

所別：資訊管理暨大數據分析類

第 1 頁 / 共 8 頁

科目：管理資訊系統

*本科考試禁用計算器

A. Single-choice Questions (2 points per question, total 50 points)

1. Which term refers to false or misleading information that is unintentionally spread, often due to errors, misunderstandings, or lack of awareness?
(A) misinformation
(B) disinformation
(C) bias Information
(D) fake news
(E) inaccurate data
2. In the context of language models like ChatGPT, what does the term "hallucination" refer to?
(A) The ability to predict future events accurately.
(B) The generation of information that is not based on facts or reality.
(C) Ensuring privacy and security in communication.
(D) Improving the efficiency of data processing algorithms.
(E) The adaptation of language models to various linguistic styles.
3. In the realm of large language models, such as ChatGPT, what is the primary purpose of the term "finetuning"?
(A) Enhancing computational efficiency
(B) Modifying the architecture
(C) Customizing the model for specific tasks
(D) Reducing model complexity
(E) Improving overall language understanding
4. A certain e-commerce company typically uses email, personalized ads, and exclusive promotions for members to target customers who have previously made purchases, encouraging them to buy again or remain loyal. Which stage of the consumer shopping journey does this action primarily belong to? (A)
Reach/Awareness
(B) Research/Consideration
(C) Purchase/Pickup
(D) Retargeting/Retention
(E) Advocacy

注意：背面有試題

所別：資訊管理暨大數據分析類

第 2 頁 / 共 8 頁

科目：管理資訊系統

*本科考試禁用計算器

5. Which scenario best aligns with the concept of an echo chamber?
- (A) A college student collaborates with peers from diverse disciplines in a computer science course project.
 - (B) On a social media platform, users exclusively interact with individuals from the same country and language background, avoiding contact with users from other regions.
 - (C) A technology company team, consisting of employees from different professional fields, collaborates on developing a new tech product.
 - (D) In a city community, residents primarily establish close social connections with people from the same local area, interacting less with residents from other city regions.
 - (E) In a research laboratory, scientists focus on different experimental projects based on their respective research domains, with limited collaboration among themselves.
6. Which functional area involves producing a bill of materials?
- (A) Finance and accounting
 - (B) Human resources
 - (C) Manufacturing and production
 - (D) Research and development
 - (E) Sales and marketing
7. Prompt engineering seeks to optimize how we guide large language models (LLMs). Which of the following is NOT a typical objective when crafting prompts for LLMs?
- (A) To improve the accuracy of model outputs
 - (B) To reduce the bias of model outputs
 - (C) To make model outputs more creative
 - (D) To make model outputs more informative
 - (E) To make model outputs more consistent
8. In the context of supply chain security, which of the following refers to the deliberate act of introducing fake components or materials into the supply chain, posing a threat to the integrity of the final product?
- (A) Spoofing
 - (B) Counterfeiting
 - (C) Usurpation
 - (D) Denial of service
 - (E) Tampering

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所別：資訊管理暨大數據分析類

第 2 頁 / 共 8 頁

科目：管理資訊系統

*本科考試禁用計算器

9. Assume a retailer faces an unusually fluctuating demand for a particular product due to a promotional event. While the actual variation in consumer demand is relatively small, this slight fluctuation results in a significant increase throughout the entire supply chain. This phenomenon is most likely to be referred to as:
- (A) Supply Chain Optimization
 - (B) Bullwhip Effect
 - (C) Demand Stability
 - (D) Inventory Stabilization
 - (E) Production Consistency
10. Which cloud computing service model is most likely used by a company that runs its applications on virtual machines provided by a cloud platform?
- (A) Infrastructure as a Service (IaaS)
 - (B) Platform as a Service (PaaS)
 - (C) Software as a Service (SaaS)
 - (D) Function as a Service (FaaS)
 - (E) Database as a Service (DBaaS)
11. Which technology is most in line with the characteristics of "disruptive technology," capable of substantially altering the existing industry framework and supplanting conventional solutions?
- (A) New encryption algorithms
 - (B) Application of machine learning within enterprises
 - (C) Improved efficiency of solar panels
 - (D) Enhancements in traditional industrial machinery
 - (E) Technological innovations increasing hard drive capacity
12. A colleague at work takes small amounts of office supplies for her own personal use, saying that this is a tiny loss to the company. You tell her that if everyone were to take office supplies, then the loss would no longer be minimal. Your rationale expresses which of the following ethical principles?
- (A) Kant's Categorical Imperative
 - (B) The Golden Rule
 - (C) The Risk Aversion Principle
 - (D) The "No free lunch" rule
 - (E) The slippery-slope rule

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所別： 資訊管理暨大數據分析類

第 4 頁 / 共 8 頁

科目： 管理資訊系統

*本科考試禁用計算器

13. Odoo is an open-source suite of business applications that integrates various modules for enhanced management. What does Odoo primarily offer?
- (A) Customer Relationship Management (CRM)
 - (B) Enterprise Resource Planning (ERP)
 - (C) Human Resource Management (HRM)
 - (D) Online Document Organization (ODO)
 - (E) Supply Chain Management (SCM)
14. Which of the following may lead to competitive advantage?
- I. New products, services, and business models;
 - II. Charging less for superior products;
 - III. Responding to customers in real time.
- (A) I only
 - (B) I and II
 - (C) II and III
 - (D) I and III
 - (E) I, II, and III
15. In the field of information technology, which of the following trends is most likely to have a profound impact on the future work environment?
- (A) Widespread adoption of virtual offices and remote work models.
 - (B) Advancements in real-time data analytics and forecasting capabilities.
 - (C) The rise of cryptocurrencies and decentralized financial systems.
 - (D) Extensive use of biometric recognition technology in security and identity verification.
 - (E) The transformative effects of 3D printing technology on the manufacturing industry.
16. Predictive analytics is used for all of the following except:
- (A) forecasting driver safety.
 - (B) identifying the most profitable customers.
 - (C) determining the best routes for product delivery.
 - (D) establishing consumer credit scores.
 - (E) anticipating customer response to price changes.

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所別： 資訊管理暨大數據分析類

第 5 頁 / 共 8 頁

科目： 管理資訊系統

*本科考試禁用計算器

17. Which option is best for dealing with data from video streaming and social media platforms?
- (A) RDBMS
 - (B) NoSQL Database
 - (C) In-memory Database
 - (D) Big Data Analytics Platform
 - (E) Hybrid Database
18. All of the following present challenges to developing global business systems *except*:
- (A) foreign accounting practices.
 - (B) production costs.
 - (C) language differences.
 - (D) exchange rates.
 - (E) shortages of skilled consultants.
19. Place the following eras of IT infrastructure evolution in order, from earliest to most recent: 1. Cloud Computing Era; 2. Client/Server; 3. Enterprise Era; 4. Personal Computer; and 5. Mainframe and Minicomputer.
- (A) 5, 2, 3, 4, 1
 - (B) 5, 4, 2, 3, 1
 - (C) 4, 5, 2, 3, 1
 - (D) 5, 4, 2, 1, 3
 - (E) 4, 5, 3, 2, 1
20. You've been hired to automate billing and accounting for a statewide HVAC services company. Which of the following would you prepare to describe how the new system will affect a firm's structure and operations?
- (A) Information systems plan
 - (B) Internal integration report
 - (C) Sociotechnical design report
 - (D) Organizational impact analysis
 - (E) Strategic planning document

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所別： 資訊管理暨大數據分析類

第 6 頁 / 共 8 頁

科目： 管理資訊系統

* 本科考試禁用計算器

21. Which of the following refers to the integration of language models with external tools to create applications that allow the application itself to autonomously determine and use tools when fulfilling specific requirements?
- (A) LangChain
 - (B) Blockchain
 - (C) Supply Chain
 - (D) Value Chain
 - (E) None of the above
22. Compared to traditional goods, digital goods have:
- (A) low marginal costs of production.
 - (B) higher delivery costs.
 - (C) lower initial production costs.
 - (D) higher inventory costs.
 - (E) higher marginal costs.
23. What is meant by the statement "knowledge is sticky"?
- (A) Knowledge is hard to move.
 - (B) Knowledge is universally applicable.
 - (C) Knowledge works only in certain situations.
 - (D) Knowledge is intangible.
 - (E) Knowledge is difficult to replace.
24. Which of the following statements is a characteristic of social media (SM) user communities?
- (A) SM user communities are mostly based on geographic and familial ties.
 - (B) Most users of SM belong to several different user communities.
 - (C) In community SM site relationships, the relationships in second-tier communities are disassociated from first-tier users.
 - (D) A viral hook is an inducement to constrain communications between user communities.
 - (E) Social media communities develop and operate their own custom, proprietary, social networking application software.

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所別： 資訊管理暨大數據分析類

第 7 頁 / 共 8 頁

科目： 管理資訊系統

* 本科考試禁用計算器

25. In a tech startup, employees are allowed to freely choose between using the company-provided laptop and smartphone or their own personal electronic devices such as phones and tablets. Which policy does this scenario most align with?

- (A) The company provides standardized devices, and employees can only use these devices.
- (B) The company strictly prohibits employees from using personal devices and only offers company computers and phones.
- (C) The company provides standardized devices but allows employees to use personal devices outside the office.
- (D) The company does not provide any devices, and employees must bring and use all work-related electronic devices themselves.
- (E) The company provides standardized devices and encourages employees to use personal devices outside the office.

B. Essay Questions (50 points)

26. The increasing prevalence of deepfake content poses a significant challenge, contributing to the dissemination of misinformation. The previously unquestioned trust in video as a reliable source is now under scrutiny as users recognize the potential for the creation and dissemination of deepfake content, often driven by malicious motives. In light of this, businesses are advised to implement robust verification measures to safeguard the authenticity of their content and prevent its misuse.

- (A) Discuss the potential impact of deepfake content on business communication, focusing on how the growing prevalence of deepfakes challenges the traditional trust associated with video as a credible source. How might businesses need to adapt their communication strategies in light of this technological advancement? (10 %)
- (B) Explore the risks deepfake content poses to corporate branding and reputation. How can businesses mitigate these risks through the implementation of advanced verification measures and what role can technology, such as blockchain or AI, play in safeguarding the authenticity of corporate communication? (10%)
- (C) As businesses strive to protect themselves from deepfake threats, ethical considerations arise. Examine the ethical implications associated with the use of verification measures, and discuss how companies can strike a balance between safeguarding their content and respecting privacy and digital rights. (10%)

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第 8 頁 / 共 8 頁

科目： 管理資訊系統

*本科考試禁用計算器

27. Despite many businesses returning to pre-pandemic operations, the concept of hybrid workspaces persists. Not all employees are willing to return to the office, with some finding greater efficiency in remote work. CIOs are faced with the challenge of managing a mix of in-office and remote employees, leading to increased security concerns and logistical challenges. The need for technologies supporting remote access, ensuring efficiency for at-home staff, and providing necessary technology for remote work is ongoing. The persistence of the pandemic mindset means that a portion of the workforce continues to prefer working from home.

- (A) Discuss the security challenges that CIOs face in managing a workforce split between in-office and remote settings. What measures can be implemented to address security issues associated with hybrid workspaces, and how does this impact overall organizational cybersecurity? (5%)
- (B) Explore the logistical challenges presented by hybrid work environments, considering the need to support both in-office and remote employees. How can CIOs streamline processes to ensure efficient collaboration, communication, and resource access in a hybrid workspace? (5%)
- (C) Discuss the potential impact of a hybrid workspace on organizational culture. How can CIOs foster a sense of unity and collaboration among employees working in diverse settings? What role does technology play in maintaining a cohesive organizational culture in the face of physical dispersion? (10%)

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